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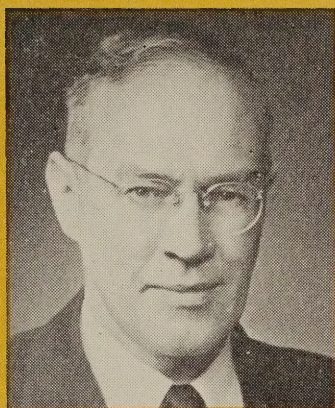


# FALL GRAIN SEED 1958 CATALOG

COKER'S PEDIGREED SEED CO., HARTSVILLE, SOUTH CAROLINA



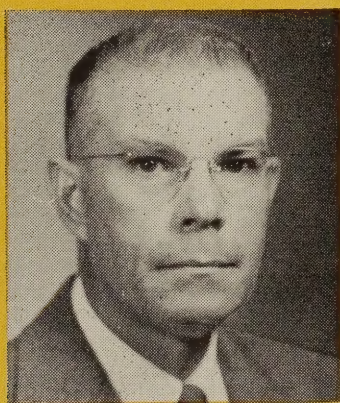
# TO OAT GROWERS OF THE SOUTH



Robert R. Coker, President  
Coker's Pedigreed Seed Co.

Fifty years ago this spring we began our oat breeding work on Coker Farms. Interestingly, our 1915 seed catalog stated that, "... in 1908 a number of plant selections were made from a field of Red Appler oats for our plant-to-row testing in 1909. Every year since, we have made selections for similar tests, and *in all have tested over three hundred individual plants*, noting the performance of each separately in our record books . . ."

Now, half a century later, we test over 15,000 individual head rows, and hundreds of strains and varieties *each year*. Among the familiar products of this program are improved types of Fulghum oats; Norton, our first cold resistant oat; Coker 33-50, our first smut resistant oat; Coker 33-47, a tall forage type oat; Fulgrain, Victorgrain, Victorgrain 48-93, and, last year, Suregrain. Appropriately, this fall we are introducing another fine oat—Moregrain. Both Suregrain and Moregrain were developed by Mr. Samuel J. Hadden, pictured below, who has headed our small grain breeding program since 1951. These varieties represent significant achievements in plant breeding and, we feel, will add to the profits and satisfaction of oat growing in the South.



Samuel J. Hadden, In Charge  
Coker Small Grain Breeding

Recent years have seen a greatly expanded utilization of oats for winter grazing, and an increasing proportion of the oat crop is used solely as forage or pasturage. Regardless of the suitability of a variety for forage production, seed stocks for such plantings must be produced somewhere. It is therefore desirable that a variety also be capable of producing satisfactory yields of grain.

In response to this trend in demand, we are concentrating on the development of combination grain-grazing varieties with the best possible type of disease resistance and sufficient cold resistance for the main portion of the fall-sown oat belt.

A new product of this program is Moregrain, a variety developed by crossing a selection of the Suregrain type (Arlington-Delair x Trispermia), with one of our experimental breeding lines from Bond-Fulghum x Victorgrain. The final cross combination was made in our breeding nursery in the spring of 1953. Developmental work on this variety was expedited by the growing of three extra generations during the summers of 1953, 1954 and 1955 at the Aberdeen, Idaho, Branch Experiment Station.



# VICTORGRAIN 48-93 OATS

## BREEDER'S REGISTERED SEED

The South's No. 1 oat—planted by more farmers each year than any other variety. In 1957, 78% of all Certified oat acreage in the major southern oat producing states was in Victorgrain 48-93! It consistently produces very high yields of quality grain, often averaging 100 or more bushels per acre across entire fields.

### DESCRIPTION

**PLANT:** Semi-winter; heavy stooling. Cold resistant. Ideal height. Will not interfere with lespedeza or similar crop where interplanted.

**SMUT RESISTANCE:** Resistant to most races, susceptible to one race.

**BLIGHT RESISTANCE:** More tolerant than previous strains.

**RUST RESISTANCE:** Resistant to prevalent races of crown rust; susceptible to some new races such as 216, 264.

**SEASON:** Makes vigorous early growth, matures 7-10 days earlier than LeConte, Forkeddeer, Arlington, Lee.

**HEADS:** Long, well-balanced and heavily fruited.

**STRAW:** Very stiff, storm resistant. Ideal for combining.

**GRAIN:** Attractive, bright; resists weather stain. Kernels are plump, well-filled; high in feed value.

**PRODUCTION:** Victorgrain 48-93 is one of the best yielding varieties we have bred or tested.

**UNIFORMITY:** The most uniform variety we have ever released.

### PRICES

1 to 16 bu. _____	\$3.75 per bu.
16 to 48 bu. _____	3.70 per bu.
48 bu. and up _____	3.60 per bu.

These oats have been treated with new Ceresan.

Famous for its high yields and stiff, storm-resistant straw, Victorgrain 48-93 has plenty of eye-appeal. Max Jones, our South Carolina representative, is shown in a typical field of this outstanding variety.





# Introducing **Coker**

BREEDERS

**A new dual-purpose oat with multiple disease resistance!**

DO YOU NEED an early, high yielding oat with good disease resistance—one that provides full season grazing and still makes a good crop of grain? Our new MOREGRAIN is tailor-made for *you*. Read about it here . . . ask your dealer for more details—then order and plant MOREGRAIN this fall!

## HIGH YIELDS

In 54 grain variety tests over 11 southern states MOREGRAIN has consistently outproduced standard varieties, including the widely grown Arlington and Victorgrain 48-93. (see table). For example, harvested as grain only, MOREGRAIN averaged 2 bu. per acre higher than Arlington and 4 bu. higher than Victorgrain. When allowed to mature grain after clipping, MOREGRAIN averaged 16 bu. more than Arlington and 15 bu. better than Victorgrain. In total forage-plus-grain yields, MOREGRAIN made 693 lbs. per acre more than Arlington and 939 lbs. more than Victorgrain.

## SUPERIOR DISEASE RESISTANCE

Maximum oat yields normally are possible only with varieties resistant to

Dr. J. W. Neely, Director of Plant Breeding and Agricultural Research, and Samuel J. Hadden, In Charge, Small Grain Breeding, in a typical field of Moregrain. The new variety was bred and developed by Mr. Hadden on Coker Farms.





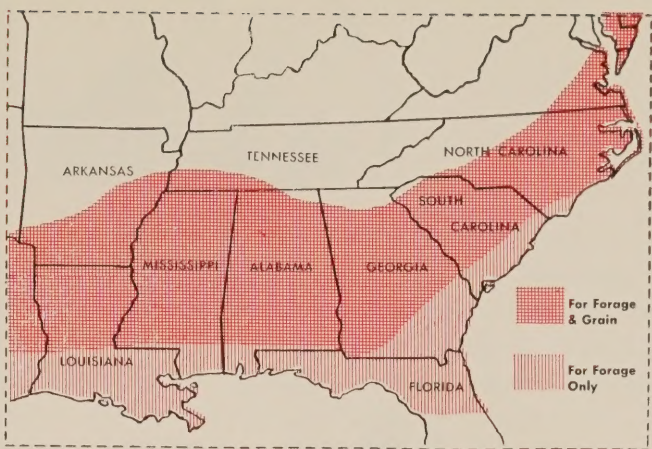
# MOREGRAIN

## REGISTERED SEED

disease. MOREGRAIN is more resistant to more diseases than any other oat we have produced in our 50 years of oat breeding! Resists Victoria blight . . . all common races of crown rust\* . . . 2 of the 3 prevalent races of smut . . . soil-borne mosaic . . . mildew. It is also resistant to "Yellow Leaf", a new disease that occurred in some standard varieties in 1957 and '58. (\*New races of rust continually threaten all oat varieties; no commercial varieties now known can be guaranteed resistant to these races.)

## WIDELY ADAPTED

For forage *and* grain production, we recommend MOREGRAIN throughout the heavily shaded area shown on map. That is, the upper Coastal Plains and Piedmont areas of the Carolinas and Georgia; throughout Alabama and Mississippi, and the north half of Louisiana; in Arkansas, from south of the Ouachita Mtns. to the Louisiana Line. For grazing only, in the deep South—the lightly shaded zone on map. MOREGRAIN is *not* recommended for northernmost areas and higher elevations where varieties with extra cold resistance are needed.



Map Key: Heavily shaded area....For Forage & Grain  
Lightly shaded area....For Forage only

## MOREGRAIN at a glance . . .

**PLANT:** Semi-winter type; leafy, vigorous, early growth. Moderately cold resistant. About 4 inches shorter than Victorgrain.

**STRAW:** Moderately stiff; well suited to combine harvesting.

**GRAIN:** Similar to Victorgrain; a bit darker red and some shorter, but 2-4 lbs. higher in test weight.

**MATURITY:** Heads 5-6 days earlier than Victorgrain; 9-10 days earlier than Arlington.

**PRODUCTION:** Very satisfactory, especially in total forage-plus-grain yields.

**UNIFORMITY:** Being of recently developed hybrid origin, this variety is not yet entirely uniform. Some variation in plant height and maturity may occur.

## PRICES

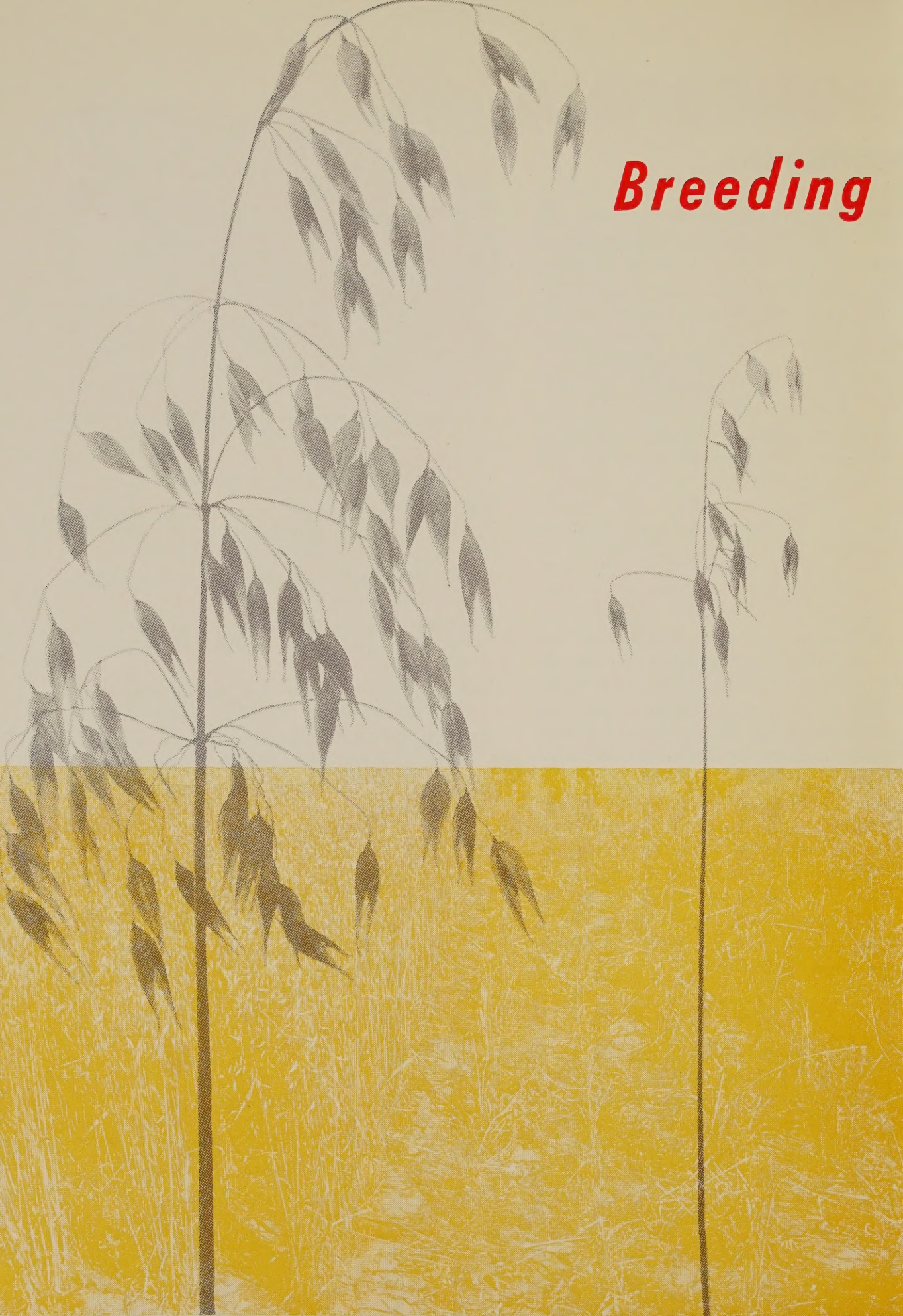
1 to 16 bu.	.....\$7.45 per bu.
16 to 48 bu.	..... 7.35 per bu.
48 bu. and up	..... 7.25 per bu.

## How Moregrain Compares with Two Standard Southern Varieties as grown in variety yield tests, 1955-1957

YIELD PER ACRE					DISEASE REACTION				
Grain Tests		Forage (Clipping) Tests			Loose Smut			Crown Rust (Common races)	Victoria Blight
Variety	Grain	Forage Dry wt.	Grain after Clipping	Forage Plus Grain	Fulghum Race	Fulgr. 3 Race	Victoria Race		
	(bu.)	(lbs.)	(bu.)	(lbs.)					
MOREGRAIN ....	47.3	3012	41.5	3978	Res.	Res.	Susc.	Res.	Res.
Arlington .....	45.3	2774	25.0	3285	Res.	Res.	Susc.	Susc.	Susc.
Victorgrain 48-93..	43.4	2540	25.9	3039	Res.	Susc.	Res.	Susc.	Susc.
No. of Tests.....	(54)	(15)	(14)	(14)					



# ***Breeding***





# *makes the difference!*

As a practical farmer, you know that it's what's **INSIDE** the seed you plant that counts. Unless your variety has all the bred-in performance and yielding qualities you need for maximum returns per acre, the crop may be very disappointing. That's why it pays to plant the very best seed available, every year; seed of known origin, high quality and proven performance.

*Superior crop varieties don't just "happen".* They are the result of carefully planned breeding and selection on Coker Farms at Hartsville, South Carolina. Beginning with outstanding individual plants, our breeding staff works the year around, crossing, testing, comparing, discarding thousands of plant combinations. And what are they looking for? The same qualities you want in *your* crop: Vigorous, early growth . . . resistance to insects, diseases, storms and drouth . . . adaptability to machine harvesting . . . quality . . . high yields—to name a few.

So here is the real challenge in plant breeding: To combine and "fix" in a single variety, the maximum number of superior qualities without sacrificing others of equal importance. And at the same time, to discard unwanted characteristics. This requires the patient efforts of well-trained men over periods of many years, and a considerable investment in land, facilities and equipment. Often, promising experimental lines developed at great expense

must be abandoned. This is because, in combination with other lines, they do not produce truly superior varieties—varieties that are *enough* different, enough better to justify our making them commercially available.

Yes, breeding makes the difference—and that is why we incorporated the slogan, "Blood Will Tell" as part of our trademark. It is your assurance of purity, quality and performance.

## WHY PEDIGREED SEED??

Planting pedigreed seed is your best guarantee of maximum yields, performance and quality.

. . . You know what variety you're planting.

. . . You know or can trace where it came from.

. . . You know the seed is pure, free of weeds and mixtures.

It *pays* to plant *pedigreed* seed!

**A section of Coker's Small Grain Nursery, largest of its kind in the world. Contains over 90,000 hand-planted plots.**





# SUREGRAIN

*...A new oat variety with high resistance*


We introduced this great new dual-purpose oat in 1957 after extensive tests proved its superiority. In the two cropping seasons since, customer acceptance and results indicate that Suregrain will become one of the leading varieties in the lower South. If you farm in its adapted area, get acquainted with Suregrain this year!

## EXCELLENT YIELDS

On Coker Farms and in field demonstrations, as well as official experiment station tests in seven southern states, Suregrain has consistently come through with high yields of both forage and grain. For example, in 31 comparative yield tests of 10 named oat varieties over a three year period, Suregrain was second only to Victorgrain, averaging 53.7 bushels per acre. Its good grazing qualities have been demonstrated in a series of combined forage and grain tests in which Suregrain produced the equivalent of 92.8 bushels per acre!

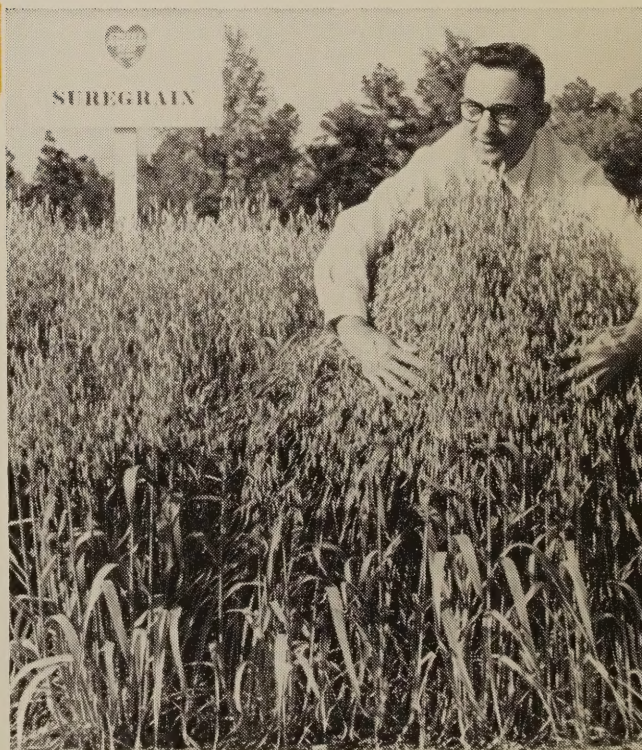
## DISEASE RESISTANCE

Suregrain is highly resistant to all known races of crown rust generally prevalent in the United States; this includes the Race



Coker Vice President  
J. Wallace Talbert finds  
it doesn't take many  
Suregrain plants to make  
an armload!

Opposite page: A typical field of  
Suregrain on the Daniel  
Farm, Americus, Ga. Shown  
are G. E. Pickett and  
D. Q. Harris, Coker Sales  
Representative for Georgia.





## BREEDERS REGISTERED SEED

### *to Victoria Blight and all common races of rust and smut*

216 group which in recent years has caused severe damage to widely-grown varieties in the middle and lower South. It is also highly resistant to Victoria blight, and to all known races of smut in the United States.

*Note:* New races of rust continually threaten all oat varieties; no commercial varieties now known can be guaranteed resistant to these races.

#### RECOMMENDED AREAS

We recommend Suregrain throughout the Coastal Plain Section of the Carolinas and Georgia, South of U. S. Highway 80 in Alabama and Mississippi, and all of Louisiana. It is relatively more hardy than most of the newer spring-type oats now grown in the lower south. So Suregrain is less likely to suffer damage from sudden freezes. However, it should not be grown in the Piedmont and more northern portions of the fall-sown oat belt.

A short-strawed variety, Suregrain may not grow to satisfactory height on thin land. It should be seeded only on land of average or above average fertility.

#### DESCRIPTION

**PLANT:** Semi-erect. Leafy early growth. Moderately cold resistant. Relatively short.

**HEADS:** Expansive and well-balanced.

**STRAW:** Moderately stiff—well suited to combine harvesting.

**GRAIN:** Very similar to Victorgrain; averages about two pounds higher in test weight.

**MATURITY:** 2-3 days earlier than Victorgrain; 6-7 days earlier than Arlington.

**RUST RESISTANCE:** Resists all generally prevalent races of crown rust.

**BLIGHT RESISTANCE:** Highly resistant to Victoria blight (*Helminthosporium*).

**SMUT RESISTANCE:** Resists all prevalent races.

**PRODUCTION:** Very satisfactory, especially in total forage-plus-grain yields.

#### PRICES

1 to 16 bu. ....	\$5.95 per bu.
16 to 48 bu. ....	5.85 per bu.
48 bu. and up .....	5.75 per bu.







# Coker's

## 47-27 WHEAT

### BREEDERS REGISTERED SEED

Since its introduction in 1950, Coker 47-27 has continued to win new friends each year. It is very widely adapted throughout the southern wheat region. However, owing to the more severe winters at higher elevations in the Piedmont and mountain areas, we recommend it only for the middle and lower Piedmont, and Upper Coastal Plain.

### DESCRIPTION

**PLANT:** Semi-winter habit; leafy, vigorous early growth; good stooling. Slightly taller than Redhart.

**STRAW:** Yellow, stiff, storm resistant.

**HEADS:** Erect, square, broad to the tip, with well-filled mesh and close-fitting straw-colored glumes.

**YIELDS:** Very satisfactory.

**DISEASE RESISTANCE:** Relatively tolerant but not resistant to mildew. Moderate resistance to leaf rust and to most races of stem rust prevalent in the Southeast.

**SEASON:** About 2 days earlier than Hardired; a week earlier than Fulcaster and Vahart.

**GRAIN:** Plump, horny, with high test weight.

### PRICES

1 to 16 bu. ....	\$7.45 per bu.
16 to 48 bu. ....	7.35 per bu.
48 bu. and up ---	7.25 per bu.

# Coker's

## COASTAL WHEAT

### BREEDERS REGISTERED SEED

Generally adapted to the Coastal Plains, Coastal grows some taller than Redhart and Hardired but has very stiff straw and

stands well for combining. About two weeks later than Redhart, one week later than Hardired.

### DESCRIPTION

**PLANT:** Medium-tall; excellent early growth. Good stooling. Resists leaf and stem rust; tolerant to mildew.

**STRAW:** Stiff, storm resistant, yellow color.

**HEADS:** Erect to slightly nodding, square and well-filled to the tips. Beardless. Resists shattering.

**YIELD:** Unexcelled in its adapted area.

**SEASON:** Medium late.

**GRAIN:** Large and plump; good milling quality.

### PRICES

1 to 16 bu. ....	\$7.45 per bu.
16 to 48 bu. ....	7.35 per bu.
48 bu. and up ---	7.25 per bu.





## TERMS AND CONDITIONS

**OUR RESPONSIBILITY:** Our seed are all carefully tested for germination and purity before shipment. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted for there are many reasons for imperfect germination of planted seeds other than their vitality. In no case do we give any warranty expressed or implied as to the productivity or performance of our seed.

**OUR CLAIMS:** The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are ALL bred, grown, prepared, tested and stored under our personal supervision and control.

**EFFECT OF GROWING CONDITIONS:** Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality—no matter what variety is planted.

**YOUR PROTECTION:** Our seed are all sent out in bags labeled "COKER'S PEDIGREED SEED" and bearing our Registered Red Heart Trade Mark. Each bag also bears our OK tag and is officially sealed before leaving our warehouse. No seed is genuine "COKER'S PEDIGREED SEED" unless it bears our official OK tag under seal and our Registered "TRADE MARK." Protect yourself by insisting upon having only seed bearing our official OK tag and Registered Trade Mark.



# COKER'S PEDIGREED SEED CO.

*Since 1902, the South's Foremost Seed Breeders*

HARTSVILLE, SOUTH CAROLINA



**COKER'S PEDIGREEED SEED COMPANY**

DAVID R. COKER (1870-1938) FOUNDER



THE GUARANTEE OF QUALITY

**HARTSVILLE, S.C.**

**COKER'S**

**SMALL GRAIN CATALOG**

**1958 SEASON**

**RETURN POSTAGE GUARANTEED**